

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

Claim 1 (currently amended): A method for an independent system operator to administer a trade promotion for a product involving a manufacturer and a retailer having at least one store with an in-store POS system, said method comprising the steps of the independent system operator:

before a start of the trade promotion by the retailer, capturing terms of the trade promotion at least including promoted product identification and at least one of (a) a predetermined payment value the manufacturer will owe the retailer for each promoted product sold by the retailer during the trade promotion, and (b) a predetermined payment value the manufacturer will owe the retailer for conducting the trade promotion;

before the start of the trade promotion by the retailer, storing the captured terms of the trade promotion in an independent system operator database and enabling the retailer and the manufacturer to access said terms of the trade promotion stored in the independent system operator database to independently verify said terms of the trade promotion;

after the start of the trade promotion by the retailer, collecting from the retailer product POS data from at least one in-store POS system of the retailer;

filtering the product POS data using the promoted product identification stored in the independent system operator database to obtain promoted product POS data;

processing the promoted product POS data in accordance with at least one of the stored (a) predetermined payment value the manufacturer will owe the retailer for each promoted product sold by the retailer during the trade promotion, and the stored (b) predetermined payment value the manufacturer will owe the retailer for conducting the trade promotion in the independent system operator database to determine an amount of money the manufacturer owes to the retailer for the trade promotion; and

facilitating the manufacturer's payment of the amount of money owed to the retailer for the trade promotion.

Claim 2 (cancelled)

Claim 3 (previously presented): The method of Claim 1, which further includes the steps of the independent system operator: enabling the retailer to change the terms of the trade promotion prior to the start of the trade promotion, capturing the changed terms of the trade promotion and storing the captured changed terms of the trade promotion in the independent system operator database.

Claim 4 (currently amended): The method of Claim 3, which further includes the step of the independent system operator enabling the retailer and the manufacturer to access the stored terms of the trade promotion stored in the independent system operator database ~~to independently verify the terms of the trade promotion and to determine if the retailer changed the terms of the trade promotion.~~

Claim 5 (previously presented): The method of Claim 1, which further includes the step of the independent system operator enabling the retailer and the manufacturer to access the processed promoted product POS data to determine the number of promoted products sold during the trade promotion.

Claim 6 (previously presented): The method of Claim 5, which further includes the step of the independent system operator enabling the retailer and the manufacturer to access the processed promoted product POS data to determine the amount of money the manufacturer owes to the retailer for the trade promotion.

Claim 7 (previously presented): The method of Claim 6, wherein the retailer and manufacturer use an internet to access the stored terms of the trade promotion in the independent system operator database, the number of promoted products sold during the trade promotion and the amount of money the manufacturer owes to the retailer for the trade promotion.

Claim 8 (previously presented): The method of Claim 1, wherein the step of storing the captured terms of the trade promotion includes storing the terms of the trade

promotion in at least one predefined table in the independent system operator database.

Claim 9 (previously presented): The method of Claim 8, wherein the step of storing the captured terms of the trade promotion includes creating a UPC list for the promoted products.

Claim 10 (previously presented): The method of Claim 9, wherein the step of storing the captured terms of the trade promotion includes generating a complete UPC code list of all of the UPC codes offered by the manufacturer.

Claim 11 (previously presented): The method of Claim 10, wherein the step of storing the captured terms of the trade promotion includes selecting additional products being promoted from the complete UPC code list.

Claim 12 (previously presented): The method of Claim 1, wherein the retailer has a plurality of stores with in-store POS systems and the step of collecting the product POS data includes collecting product POS data from the plurality of stores and consolidating all of the collected product POS data.

Claim 13 (previously presented): The method of Claim 12, wherein the step of filtering the product POS data includes the step of generating a table of UPC codes for products active in the trade promotion.

Claim 14 (previously presented): The method of Claim 12, wherein the step of filtering the product POS data includes the step of comparing the product POS data to the table of UPC codes to obtain the promoted product POS data.

Claim 15 (previously presented): The method of Claim 1, which further includes the step of the independent system operator verifying that the promoted product POS data is within acceptable tolerances.

Claim 16 (previously presented): The method of Claim 15, which includes the step of the independent system operator comparing the promoted product POS data for a period after the beginning of the trade promotion with product POS data for the same product for a period prior to the beginning of the trade promotion.

Claim 17 (previously presented): The method of Claim 1, wherein processing the promoted product POS data in accordance with the stored terms of the trade promotion in the independent system operator database includes creating at least one settlement table in the independent system operator database which includes the number of promoted products sold by the retailer during the trade promotion, discounts given to consumers on the promoted products during the trade promotion, and the amount of money the manufacturer owes to the retailer for the trade promotion.

Claim 18 (previously presented): The method of Claim 1, wherein the step of facilitating the manufacturer's payment to the retailer includes paying the retailer using an electronic funds transfer.

Claim 19 (previously presented): The method of Claim 1, wherein the step of facilitating the manufacturer's payment to the retailer includes the independent system operator: sending an invoice to the manufacturer for payment, collecting the money the manufacturer owes to the retailer and paying the retailer the amount of money owed to the retailer.

Claim 20 (previously presented): The method of Claim 1, wherein the step of facilitating the manufacturer's payment to the retailer includes the independent system operator sending notices to the retailer and the manufacturer of the amount of money owed by the manufacturer to the retailer, the retailer deducting the amount of money from a manufacturer invoice and identifying the manufacturer invoice number and the deduction to the manufacturer.

Claim 21 (previously presented): The method of Claim 1, which further includes the step of the independent system operator consolidating all of the promoted product POS data for a plurality of trade promotions of products from the manufacturer.

Claim 22 (previously presented): The method of Claim 21, which further includes the step of the independent system operator processing the consolidated promoted product POS data for a plurality of retailers for the manufacturer.

Claim 23 (currently amended): A system for enabling an independent system operator to administer a trade promotion for a promoted product involving a manufacturer and a retailer having at least one store with an in-store POS system, said system comprising:

means for the independent system operator to capture and store before a start of the trade promotion by the retailer, the terms of the trade promotion for the promoted product at least including promoted product identification and at least one of (a) a predetermined payment value the manufacturer will owe the retailer for each promoted product sold by the retailer during the trade promotion, and (b) a predetermined payment value the manufacturer will owe the retailer for conducting the trade promotion;

means for enabling the retailer and the manufacturer to access said stored terms of the trade promotion in said capturing and storing means before the start of the trade promotion by the retailer;

means for the independent system operator to collect from the retailer, product POS data from at least one in-store POS system of the retailer after the start of the trade promotion by the retailer;

means for the independent system operator to filter the product POS data using the promoted product identification to obtain promoted product POS data for the promoted product;

means for the independent system operator to determine the amount of money the manufacturer owes to the retailer based on the promoted product POS data and at least one of the stored (a) predetermined payment value the manufacturer will owe the retailer for each promoted product sold by the retailer during the trade promotion, and the stored (b) predetermined payment value the manufacturer will owe the retailer for conducting the trade promotion; and

means for the independent system operator to pay the retailer the amount of money determined by the independent system operator to be owed to the retailer by the manufacturer for the trade promotion.

Claim 24 (previously presented): The system of Claim 23, wherein the retailer has a plurality of stores with in-store POS systems and the collection means collects product POS data from the plurality of retailer stores and consolidates the product POS data into a consolidated file for transfer to the filtering means.

Claim 25 (previously presented): The system of Claim 24, wherein the filtering means includes means for the independent system operator to compare the product POS data to a list of UPCs for the trade promotion to obtain the promoted product POS data.

Claim 26 (previously presented): The system of Claim 25, where the determining means includes means for verifying that the promoted product POS data is within acceptable tolerances for the promoted product.

Claim 27 (previously presented): The system of Claim 23, which further includes means for the independent system operator to report the promoted product POS data to the retailer and the manufacturer.

Claim 28 (previously presented): The system of Claim 27, wherein the reporting means reports the promoted product POS data via the internet.

Claim 29 (previously presented): The system of Claim 23, wherein the determining means consolidates the promoted product POS data for a plurality of products for the manufacturer.

Claim 30 (previously presented): A method for an independent system operator to administer a plurality of trade promotions for products involving a manufacturer and a retailer having at least one store with an in-store POS system, said method comprising the steps of the independent system operator:

before a start of the trade promotions by the retailer, storing the terms of the trade promotions at least including promoted product identification and at least one of (a) a predetermined payment value the manufacturer will owe the retailer for each promoted product sold by the retailer during the trade promotion, and (b) a predetermined payment value the manufacturer will owe the retailer for conducting the trade promotion in an independent system operator database;

before a start of the trade promotions by the retailer, providing the retailer and manufacturer access to the independent system operator database to independently verify the terms of the trade promotions;

after the start of the trade promotions by the retailer, collecting from the retailer the product POS data during the trade promotions from at least one in-store POS system of the retailer;

filtering the product POS data based on the stored promoted product identification to obtain promoted product POS data;

storing the promoted product POS data in the independent system operator database;

determining an amount of money the manufacturer owes to the retailer based on the promoted product POS data and at least one of the stored (a) predetermined payment value the manufacturer will owe the retailer for each promoted product sold by the retailer during the trade promotion, and the stored (b) predetermined payment value the manufacturer will owe the retailer for conducting the trade promotion stored in the independent system operator database;

storing the amount of money the manufacturer owes the retailer in the independent system operator database;

after a start of the trade promotions by the retailer, providing the retailer and manufacturer access to the independent system operator database during the conduct

of the trade promotions to determine at least a portion of the amount of money the manufacturer will owe the retailer for the trade promotions; and

facilitating payment to the retailer of the amount of money determined to be owed to the retailer by the manufacturer.

Claim 31 (previously presented): The method of Claim 30, which further includes the step of the independent system operator consolidating all of the promoted product POS data for a plurality of trade promotions of products from the manufacturer.

Claim 32 (previously presented): The method of Claim 31, which further includes the step of the independent system operator processing the consolidated promoted product POS data for a plurality of retailers for the manufacturer.

Claims 33-36 (canceled).

Claim 37 (currently amended): A system for administering a trade promotion for a promoted product between a retailer and a manufacturer, said system comprising:

an independent system having a processor and an electronic database accessible by the processor which are adapted to:-

before a start of the trade promotion by the retailer, capture and store the terms of the trade promotion for the promoted product at least including promoted product identification and at least one of (a) a predetermined payment value the manufacturer will owe the retailer for each promoted product sold by the retailer during the trade promotion, and (b) a predetermined payment value the manufacturer will owe the retailer for conducting the trade promotion, and

after the start of the trade promotion by the retailer, to collect from the retailer promoted product POS data for the promoted product of the trade promotion from the retailer, to process the collected promoted product POS data in accordance with at least one of the stored (a) predetermined payment value the manufacturer will owe the retailer for each promoted product sold by the retailer during the trade promotion, and the stored (b) predetermined payment value the manufacturer will owe the retailer for conducting the trade promotion in the electronic database to determine an amount of money the manufacturer owes to the retailer for the trade promotion, and to facilitate the manufacturer's payment of the amount of money determined to be owed to the retailer for the trade promotion;

a retailer system in communication with the independent system, having a processor adapted to, after the start of the trade promotion by the retailer, collect promoted product POS data for the promoted product from a plurality of retailer stores, to consolidate the promoted product POS data, and to transfer the promoted product POS data for the trade promotion to the independent system; and

a manufacturer system in communication with the independent system; and

said independent system further configured to before a start of the trade promotion by the retailer, provide the retailer system and the manufacturer system access to the independent system electronic database to independently verify said stored terms of the trade promotion, and

after the start of the promotion by the retailer, provide the retailer system and the manufacturer system access to the independent system electronic database to determine the number of promoted products sold during the trade promotion and to determine the amount of money the manufacturer owes to the retailer for the trade promotion.

Claim 38 (cancelled)

Claim 39 (currently amended): The system of Claim 378, wherein the independent system provides the manufacturer system and the retailer system access to the independent system through the internet.

Claim 40 (previously presented): The system of Claim 37, wherein the independent system is adapted to generate a table of UPC codes that are active in the trade promotion and to transfer said table of UPC codes to the retailer system.

Claim 41 (previously presented): The system of Claim 40, wherein the retailer system is adapted to collect product POS data for all of the products the retailer sells and to use the table of UPC codes to filter the product POS data to obtain promoted product POS data for the promoted product.

Claim 42 (previously presented): The system of Claim 37, wherein the independent system is adapted to verify that the promoted product POS data for the promoted product is within acceptable tolerances for the promoted product.

Claim 43 (previously presented): The system of Claim 37, wherein the independent system is adapted to consolidate all of the promoted product POS data for a plurality of promoted products for the manufacturer.

Claim 44 (previously presented): The system of Claim 43, wherein the independent system is adapted to process the consolidated promoted product POS data for a plurality of retailers for the manufacturer.

Claim 45 (previously presented): The method of Claim 1, wherein the step of collecting product POS data from at least one in-store POS system of the retailer includes receiving product POS data from a retailer network after the retailer network receives the product POS data from the in-store POS system of at least one retailer store.

Claim 46 (previously presented): The method of Claim 1, wherein the retailer has a plurality of retailer stores with in-store POS system, and wherein the step of collecting product POS data from at least one in-store POS system of the retailer includes receiving product POS data from a retailer network after the retailer network receives the product POS data from the in-store POS systems in said plurality of retailer stores.

Claim 47 (currently amended): A method for an independent system operator to administer a trade promotion for a promoted product involving a manufacturer and a retailer having at least one store with an in-store POS system, said method comprising the steps of the independent system operator:

before a start of the trade promotion by the retailer, capturing terms of the trade promotion for the promoted product at least including promoted product identification and at least one of (a) a predetermined payment value the manufacturer will owe the retailer for each promoted product sold by the retailer during the trade promotion, and (b) a predetermined payment value the manufacturer will owe the retailer for conducting the trade promotion;

before the start of the trade promotion by the retailer, storing the captured terms of the trade promotion in an independent system operator database and enabling the retailer and the manufacturer to access said terms of the trade promotion stored in the independent system operator database to independently verify said terms of the trade promotion;

after the start of the trade promotion by the retailer, receiving from the retailer promoted product POS data for the promoted product of the trade promotion from at least one in-store POS system of the retailer;

processing the promoted product POS data in accordance with at least one of the stored (a) predetermined payment value the manufacturer will owe the retailer for each promoted product sold by the retailer during the trade promotion, and the stored (b) predetermined payment value the manufacturer will owe the retailer for conducting the trade promotion stored in the independent system operator database to determine an amount of money the manufacturer owes to the retailer for the trade promotion; and

facilitating the manufacturer's payment of the amount of money owed to the retailer for the trade promotion.

Claim 48 (cancelled)

Claim 49 (previously presented): The method of Claim 47, which further includes the step of the independent system operator: enabling the retailer to change the stored terms of the promotion prior to the start of the trade promotion, capturing the changed terms of the trade promotion and storing the changed terms of the trade promotion in the independent system operator database.

Claim 50 (currently amended): The method of Claim 49, which further includes the step of the independent system operator enabling the retailer and the manufacturer to access the stored terms of the trade promotion stored in the independent system operator database ~~to independently verify the terms of the trade promotion and to~~ determine if the retailer changed the terms of the trade promotion.

Claim 51 (previously presented): The method of Claim 47, which further includes the step of the independent system operator enabling the retailer and the manufacturer to access the processed promoted product POS data to determine the number of the promoted products sold during the trade promotion.

Claim 52 (previously presented): The method of Claim 51, which further includes the step of the independent system operator enabling the retailer and the manufacturer to access the processed promoted product POS data to determine the amount of money the manufacturer owes to the retailer for the trade promotion.

Claim 53 (previously presented): The method of Claim 52, wherein the retailer and manufacturer use an internet to access the stored terms of the trade promotion in the independent system operator database, the number of promoted products sold during the trade promotion and the amount of money the manufacturer owes to the retailer for the trade promotion.

Claim 54 (previously presented): The method of Claim 47, wherein the step of storing the captured terms of the trade promotion includes storing the terms of the trade promotion in at least one predefined table in the independent system operator database.

Claim 55 (previously presented): The method of Claim 54, wherein the step of storing the captured terms of the trade promotion includes creating a UPC list for the promoted products.

Claim 56 (previously presented): The method of Claim 55, wherein the step of storing the captured terms of the trade promotion includes generating a complete UPC code list of all of the UPC codes offered by the manufacturer.

Claim 57 (previously presented): The method of Claim 56, wherein the step of storing the captured terms of the trade promotion includes selecting additional products being promoted from the complete UPC code list.

Claim 58 (previously presented): The method of Claim 47, wherein the retailer has a plurality of stores with in-store POS systems and the step of receiving the promoted product POS data includes receiving consolidated promoted product POS data from the plurality of stores.

Claim 59 (previously presented): The method of Claim 58, wherein the step of receiving the promoted product POS data includes receiving consolidated promoted product POS data from a retailer network after the retailer network receives the promoted product POS data from the plurality of stores.

Claim 60 (previously presented): The method of Claim 47, which further includes the step of the independent system operator verifying that the promoted product POS data is within acceptable tolerances.

Claim 61 (previously presented): The method of Claim 60, which includes the step of the independent system operator comparing the promoted product POS data for a period after the beginning of the trade promotion with product POS data for the promoted product for a period prior to the beginning of the trade promotion.

Claim 62 (previously presented): The method of Claim 60, wherein processing the promoted product POS data in accordance with the terms of the trade promotion includes creating at least one settlement table in the independent system operator database which includes the number of promoted products sold by the retailer during the trade promotion, discounts given to consumers on the promoted products during the trade promotion, and the amount of money the manufacturer owes to the retailer for the trade promotion.

Claim 63 (previously presented): The method of Claim 47, wherein the step of facilitating the manufacturer's payment to the retailer includes the independent system operator paying the retailer using an electronic funds transfer.

Claim 64 (previously presented): The method of Claim 47, wherein the step of facilitating the manufacturer's payment to the retailer includes the independent system operator: sending an invoice to the manufacturer for payment, collecting the money the manufacturer owes to the retailer and paying the retailer the amount of money owed to the retailer.

Claim 65 (previously presented): The method of Claim 47, wherein the step of facilitating the manufacturer's payment to the retailer includes the independent system operator sending notices to the retailer and the manufacturer of the amount of money owed by the manufacturer to the retailer, the retailer deducting the amount of money from a manufacturer invoice and identifying the manufacturer invoice number and the deduction to the manufacturer.

Claim 66 (previously presented): The method of Claim 47, which further includes the step of the independent system operator consolidating all of the promoted product POS data for a plurality of trade promotions of products from the manufacturer.

Claim 67 (previously presented): The method of Claim 66, which further includes the step of the independent system operator processing the consolidated promoted product POS data for a plurality of retailers for the manufacturer.

Claim 68 (currently amended): A system for enabling an independent system operator to administer a trade promotion for a promoted product involving a manufacturer and a retailer having at least one store with an in-store POS system, said system comprising:

means for the independent system operator to capture and store, before a start of the trade promotion by the retailer, the terms of the trade promotion for the promoted product at least including promoted product identification and at least one of (a) a predetermined payment value the manufacturer will owe the retailer for each promoted product sold by the retailer during the trade promotion, and (b) a predetermined payment value the manufacturer will owe the retailer for conducting the trade promotion;

means for enabling the retailer and the manufacturer to access said stored terms of the trade promotion in said capturing and storing means before the start of the trade promotion by the retailer;

means for the independent system operator to collect from the retailer, promoted product POS data for the promoted product from at least one in-store POS system of the retailer after the start of the trade promotion by the retailer;

means for the independent system operator to determine the amount of money the manufacturer owes to the retailer based on the promoted product POS data and at least one of the stored (a) predetermined payment value the manufacturer will owe the retailer for each promoted product sold by the retailer during the trade promotion, and the stored (b) predetermined payment value the manufacturer will owe the retailer for conducting the trade promotion ; and

means for the independent system operator to pay the retailer the amount of money determined by the independent system operator to be owed to the retailer by the manufacturer for the trade promotion.

Claim 69 (previously presented): The system of Claim 68, wherein the retailer has a plurality of stores with in-store POS systems and a retailer network which collects product POS data from the plurality of in-store POS systems in the plurality of stores and filters the consolidated product POS data to obtain consolidated promoted product

POS data, and wherein the collecting means is adapted to receive the consolidated promoted product POS data from the retailer network.

Claim 70 (previously presented): The system of Claim 68, where the determining means includes means for verifying that the promoted product POS data is within acceptable tolerances for the promoted product.

Claim 71 (previously presented): The system of Claim 68, which further includes means for the independent system operator to report the promoted product POS data to the retailer and the manufacturer.

Claim 72 (previously presented): The system of Claim 68, wherein the reporting means reports the promoted product POS data via an internet.

Claim 73 (previously presented): The system of Claim 68, wherein the determining means consolidates the promoted product POS data for a plurality of trade promotions for the manufacturer and the paying means aggregates payments owed to the retailer by the manufacturer for said plurality of trade promotions.

Claim 74 (currently amended): A method for an independent system operator to administer a plurality of trade promotions for products involving a manufacturer and a retailer having at least one store with an in-store POS system, said method comprising the steps of the independent system operator:

before a start of the trade promotions by the retailer, storing the terms of the trade promotions at least including promoted product identification and at least one of (a) a predetermined payment value the manufacturer will owe the retailer for each promoted product sold by the retailer during the trade promotion, and (b) a predetermined payment value the manufacturer will owe the retailer for conducting the trade promotion in an independent system operator database;

before the start of the trade promotions by the retailer, providing the retailer and manufacturer access to the independent system operator database to independently verify the said stored terms of the trade promotions in the independent system operator database;

receiving from the retailer promoted product POS data during the trade promotions from at least one in-store POS system of the retailer;

storing the promoted product POS data in the independent system operator database;

determining an amount of money the manufacturer owes to the retailer based on the promoted product POS data and at least one of the stored (a) predetermined payment value the manufacturer will owe the retailer for each promoted product sold by the retailer during the trade promotion, and the stored (b) predetermined payment value the manufacturer will owe the retailer for conducting the trade promotion ;

storing the amount of money the manufacturer owes the retailer in the independent system operator database;

after the start of the trade promotions by the retailer, providing the retailer and manufacturer access to the independent system operator database during the conduct of the trade promotions to determine at least a portion of the amount of money the manufacturer will owe the retailer for the trade promotions; and

facilitating payment to the retailer of the amount of money determined to be owed to the retailer by the manufacturer.

Claim 75 (previously presented): The method of Claim 74, which further includes the step of the independent system operator consolidating all of the promoted product POS data for a plurality of trade promotions of products from the manufacturer.

Claim 76 (previously presented): The method of Claim 75, which further includes the step of the independent system operator processing the consolidated promoted product POS data for a plurality of retailers for the manufacturer.

Claim 77 (currently amended): A method for independent system operator to administer a trade promotion for a product involving a manufacturer and a retailer having at least one store with an in-store POS system, said method comprising the steps the independent system operator:

before a start of the trade promotion by the retailer, capturing terms of the trade promotion including an identification of the retailer, an identification of the manufacturer, a trade promotion type, a UPC Code for the promoted product, at least one of (a) a predetermined payment value the manufacturer will owe the retailer for each promoted product sold by the retailer during the trade promotion, and (b) a predetermined payment value the manufacturer will owe the retailer for conducting the trade promotion, and link codes for associated discounts if the trade promotion is an electronic discount trade promotion;

before the start of the trade promotion by the retailer, storing said captured terms of the trade promotion in an independent system operator database and enabling the retailer and the manufacturer to access said terms of the trade promotion stored in the independent system operator database to independently verify said terms of the trade promotion;

after the start of the trade promotion by the retailer, receiving from the retailer promoted product POS data for said trade promotion from at least one in-store POS system of the retailer;

processing the promoted product POS data in accordance with at least one of the stored (a) predetermined payment value the manufacturer will owe the retailer for each promoted product sold by the retailer during the trade promotion, and the stored (b) predetermined payment value the manufacturer will owe the retailer for conducting the trade promotion in the independent system operator database to determine an amount of money the manufacturer owes to the retailer for the trade promotion; and

facilitating the manufacturer's payment of the amount of money owed to the retailer for the trade promotion.

Claim 78 (cancelled)

Claim 79 (previously presented): The method of Claim 77, which further includes the step of the independent system operator: enabling the retailer to change at least one of the terms of the trade promotion prior to the start of the trade promotion, capturing the changed terms of the trade promotion and storing the captured changed terms of the trade promotion in the independent system operator database.

Claim 80 (currently amended): The method of Claim 79, which further includes the step of the independent system operator enabling the retailer and the manufacturer to access the stored terms of the trade promotion stored in the independent system operator database ~~to independently verify the terms of the trade promotion and to determine if the retailer changed any of the terms of the trade promotion.~~

Claim 81 (previously presented): The method of Claim 77, which further includes the step of consolidating all of the promoted product POS data for a plurality of trade promotions of products from the manufacturer.

Claim 82 (previously presented): The method of Claim 77, which further includes the step of processing the consolidated promoted product POS data for a plurality of retailers for the manufacturer.

Claim 83 (previously presented): The method of Claim 77, wherein the step of capturing terms of the trade promotion further includes capturing special payment terms.

Claims 84-87 (canceled).

Claim 88 (currently amended): A method for an independent system operator to administer a plurality of trade promotions for a plurality of promoted products involving a plurality of manufacturers and a retailer having a plurality of stores with in-store POS systems, said method comprising the steps of the independent system operator:

before a start of the trade promotions by the retailer, capturing terms of each of the trade promotions for each of the promoted products at least including promoted product identifications and at least one of (a) a predetermined payment value the manufacturer will owe the retailer for each promoted product sold by the retailer during the trade promotion, and (b) a predetermined payment value the manufacturer will owe the retailer for conducting the trade promotion;

before the start of the trade promotions by the retailer, storing the captured terms of each of the trade promotions in at least one independent system database and enabling the retailer and the manufacturer to access said terms of the trade promotion stored in the independent system operator database to independently verify said terms of the trade promotion;

after the start of the trade promotions by the retailer, receiving from the retailer consolidated promoted product POS data including promoted product POS data for each of the promoted products from each of the in-store POS systems of the retailer;

processing the promoted product POS data the promoted products in accordance with at least one of the stored (a) predetermined payment value the manufacturer will owe the retailer for each promoted product sold by the retailer during the trade promotion, and the stored (b) predetermined payment value the manufacturer will owe the retailer for conducting the trade promotion in the independent system database for said promoted products to determine amounts of money the manufacturers owe to the retailer for each of the trade promotions; and

facilitating the manufacturers' payments of the amounts of money owed to the retailer for each of the trade promotions.

Claim 89 (currently amended): A method for an independent system operator to administer a plurality of trade promotions for a plurality of promoted products involving a plurality of manufacturers and a plurality of retailers where each retailer has a plurality of stores with in-store POS systems, said method comprising the steps of the independent system operator:

before a start of the trade promotions by the retailer, capturing terms of each of the trade promotions for each of the promoted products at least including promoted product identifications and at least one of (a) a predetermined payment value the manufacturer will owe the retailer for each promoted product sold by the retailer during the trade promotion, and (b) a predetermined payment value the manufacturer will owe the retailer for conducting the trade promotion;

before the start of the trade promotions by the retailer, storing the terms of each of the trade promotions in at least one independent system database and enabling the retailer and the manufacturer to access said terms of the trade promotion stored in the independent system operator database to independently verify said terms of the trade promotion;

after the start of the trade promotions by the retailer, receiving from the retailer consolidated promoted product POS data for each of the promoted products from each of the in-store POS systems of the retailers;

processing the promoted product POS data for each of the promoted products in accordance with at least one of the stored (a) predetermined payment value the manufacturer will owe the retailer for each promoted product sold by the retailer during the trade promotion, and the stored (b) predetermined payment value the manufacturer will owe the retailer for conducting the trade promotion in the independent system database for said promoted products to determine amounts of money the manufacturers owe to the retailers for each of the trade promotions; and

facilitating the manufacturers' payments of the amounts of money owed to the retailers for each of the trade promotions.

Claim 90 (previously presented): A method for an independent system operator to administer trade promotion for a promoted product involving a manufacturer and a retailer having at least one store with an in-store POS system, said method comprising the steps of the independent system operator:

before a start of the trade promotion by the retailer, capturing terms of the trade promotion for the promoted product at least including promoted product identification and at least one of (a) a predetermined payment value the manufacturer will owe the retailer for each promoted product sold by the retailer during the trade promotion, and (b) a predetermined payment value the manufacturer will owe the retailer for conducting the trade promotion;

before the start of the trade promotion by the retailer, storing the captured terms of the trade promotion in an independent system operator database;

before the start of the trade promotion by the retailer, enabling the retailer and the manufacturer to access the terms of the trade promotion stored in the independent system operator database to independently verify the terms of the trade promotion;

before the start of the trade promotion by the retailer, enabling the retailer to change at least one of the stored terms of the promotion prior to the start of the trade promotion, capturing any changed terms of the trade promotion and storing any changed terms of the trade promotion in the independent system operator database;

before the start of the trade promotion by the retailer, enabling the retailer and the manufacturer to access the stored terms of the trade promotion stored in the independent system operator database to independently verify the terms of the trade promotion and to determine if the retailer changed the terms of the trade promotion;

after the start of the trade promotion by the retailer, receiving from the retailer promoted product POS data for the promoted product of the trade promotion from at least one in-store POS system of the retailer;

processing the promoted product POS data in accordance with at least one of the stored (a) predetermined payment value the manufacturer will owe the retailer for each promoted product sold by the retailer during the trade promotion, and the stored (b) predetermined payment value the manufacturer will owe the retailer for conducting the trade promotion in the independent system operator database to determine an amount of money the manufacturer owes to the retailer for the trade promotion;

verifying that the promoted product POS data is within acceptable tolerances;

enabling the retailer and the manufacturer to access the processed promoted product POS data to determine the amount of money the manufacturer owes to the retailer for the trade promotion; and

facilitating the manufacturer's payment of the amount of money owed to the retailer for the trade promotion.

Claim 91 (previously presented): The method of Claim 90, which further includes the step of the independent system operator enabling the retailer and the manufacturer to access the processed promoted product POS data to determine the number of the promoted products sold during the trade promotion.

Claim 92 (previously presented): The method of Claim 90, wherein the retailer has a plurality of stores with in-store POS systems and the step of receiving the promoted product POS data includes receiving consolidated promoted product POS data from the plurality of stores.

Claim 93 (previously presented): The method of Claim 92, wherein the step of receiving the promoted POS data includes receiving consolidated promoted product POS data from a retailer network after the retailer network receives the promoted product POS data from the plurality of stores.

Claim 94 (previously presented): The method of Claim 90, which includes the step of the independent system operator comparing the promoted product POS data for a period after the beginning of the trade promotion with product POS data for the promoted product for a period prior to the beginning of the trade promotion